



Foreign Agricultural Service

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## Croatia

### Product Brief

### Pet Food

**2002**

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**Report Highlights:** The Croatian pet food market grew by 19 percent in the past three years and dog and cat food imports totaled \$13.2 million in 2001. Croatia does not yet domestically produce pet food. Trade data indicate only a small percentage of pet food imports come directly from the United States but U.S. brands are commonplace and several are made with U.S. ingredients in Western Europe. Future growth is expected as the population ages and standards of living rise.

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Includes PSD changes: No  
Includes Trade Matrix: No  
Unscheduled Report  
Vienna [AU1], HR

## The Market

The Croatian population is aging and standards of living are slowly rising. As a result, pets are becoming more popular. There are around 300,000 registered pet dogs and an estimated 500,000 cats.

Imports of cat and dog food in 2001 were \$13,218,916 and in last three years the largest supplying countries are Hungary, Austria, the United States, and Italy. In 2001, Croatia re-exported dog and cat food valued at \$95,933, a 26 percent increase comparing over 1999.

Imports of fish food in 2001 were \$5,459,023 and in last three years most of it came from Italy, Denmark, France and Holland. (Note: There is no distinction between commercial fish food and fish food used for pets in the Croatian trade data).

In 2001, imports of 'other pet food' (tariff number 230990905) (other pet food) were \$1,388,016 and Italy was the biggest supplier.

<b>Total Croatian Pet Food Imports</b>	
Value 2001	\$20,065,995
Value of 2001 Imports from the United States	\$1,174,331
U.S. Market Share 2001	5.8 percent
Note: Because there is not a significant Croatian pet food industry, import data may serve as a proxy for consumption data.	

While direct exports from the United States only account for a small portion of the market, it is possible to find several U.S. brands on the market that are manufactured elsewhere in Europe. Some common brands are: Whiskas, Pedigree Pal, Friskies, Dog Chow and FelinaY.

## Tariffs

The United States is at a slight tariff disadvantage relative to other major suppliers of this market (especially the EU and Hungary). Tariff rates are as follows:

*HS 230910 (food for cats and dogs)*

The EU, Bosnia and Herzegovina, Bulgaria, the Czech Republic, Hungary and Slovakia pay no duty.

The MFN tariff rate (including the United States) is 5 percent.

*HS 230990 (food for fish)*

Bosnia and Herzegovina, the Czech Republic, Bulgaria, Hungary and Slovakia pay no duty.

The tariff rate for the European Union is 1.8 percent.

The MFN tariff rate (including the United States) is 2 percent.

*HS 23099097 (Other food and feed)*

Bosnia and Herzegovina, the Czech Republic, Bulgaria, Hungary and Slovakia pay no duty.

For the European Union, this product category applies a compound tariff based on 9 percent ad valorem plus 6.7 Euro per 100 liters. However, the total tariff rate may not exceed 11.7 percent.

The MFN tariff rate (including the United States) is a compound tariff based on 10 percent ad valorem plus 7.4 Euro per 100 liters. However, the total tariff rate may not exceed 13 percent.

(Note: Check the latest applied custom rates on the following web page: <http://www.carina.hr>)

## **Distribution**

The majority of pet food is distributed through supermarkets and some speciality pet food shops.

## **Prices**

### **Prices**

Whiskas Cans:

195 GRAM – Kn 4.60 (\$0.61)

400 GRAM – Kn 8.75 (\$1.17)

Pedigree Pal Cans:

400 GRAM – Kn 6.49 (\$0.87)

800 GRAM – Kn 11.99 (\$1.6)

Friskies Cans

195 GRAM – Kn 4.50 (\$0.60)

400 GRAM – Kn 8 (\$1.07)

Friskies Dry food:

480 GRAM - Kn 9.99 (\$1.33)

### **Import requirements**

Importers must register with the government and must have access to a bonded warehouse. Importers of pet food are required to apply for a document from the Ministry of Agriculture that states there is no veterinarian or health issues for their product. That document costs 1020Kn (about \$121) and it is valid for six months or until the requested permit quantity has been reached. U.S. exporters must also have a valid veterinary export certificate from the U.S. Department of Agriculture.

The products declaration is regulated by the “book of regulations on livestock feed@ (official gazette no. 26/1998) and has to contain the following:

- Name of producing company, and if imported name of importing company
- Name of product according to “book of regulations@ and product name if such exists
- Quality category indication for feed which is classified into more quality categories
- Net product weight
- Date of production and best before date
- Instructions on use and storage
- Chemical composition (%)
- Composition

Also, if pertinent, the following information on composition and present quantity of following substances must be given:

- Vitamins
- Minerals
- Amino acids
- Antibiotics and probiotics
- Coccidiostatics

### **Quality Control**

Compliance with all other Croatian legislation pertaining to marketing of pet food products in Croatia is monitored by the state inspectorate:

Office of director,  
State inspectorate (drzavni inspektorijat)

Avenija vukovar 78,  
10000 zagreb  
Tel:++385/1/610-6907  
Fax:++385/1/610-9115

**Importers**

A complete list of Croatian pet food importers is available to exporters of U.S. pet food. Please contact:

Ms. Andreja Misir  
Agricultural Specialist  
Humboldtova 4  
10000 Zagreb Croatia  
Phone: (385) 1 611 0013  
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